



September 26, 2014

To: Executive Board

Subject: **Continuation of Line 495**

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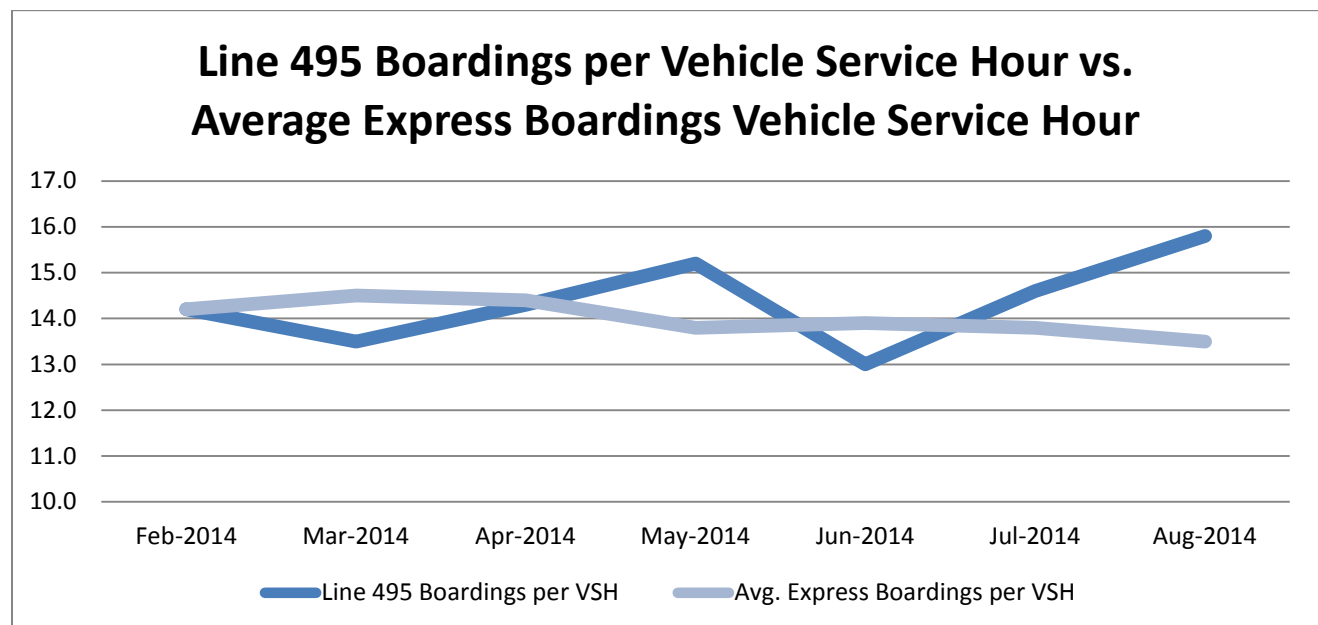
### Recommendations

1. Receive and file the Line 495 Title VI Equity Analysis; and
2. Recommend the Governing Board make Line 495 a permanent Foothill Transit line.

### Analysis

Foothill Transit opened the Industry Park & Ride on October 7, 2013. Line 495, providing direct service between the Industry Park & Ride and downtown Los Angeles was introduced as a pilot program in an effort to increase customer convenience and enhance ridership from the Park & Ride. Trip schedules on the line were coordinated with existing Metrolink trips to give area commuters additional transit options into downtown Los Angeles.

Since the launch of the pilot service on February 3, 2014 ridership has grown steadily and boardings per vehicle service hour (VSH) compare favorably with other established commuter express lines as shown in the graph below.





In order to ensure that implementation of the service on a long-term basis does not negatively impact minority or low-income populations; a Title VI Equity Analysis was completed. As part of this effort a public outreach campaign was launched to obtain customer feedback about the line via email and social media, and a public hearing was held at the Industry Park & Ride on August 13, 2014 at 6:00PM.

The Title VI Equity Analysis revealed Line 495 has not created a disparate impact on minority riders. In fact, the route increases service options for all riders, particularly minority riders. The income levels between riders of Route 495 and Foothill Transit as a whole is quite significant, as Line 495 serves a different income level than Foothill Transit's local service. However, Foothill Transit has implemented a deviation for Line 482, which travels from the Pomona Transit Center to Puente Hills Mall along Colima Road, increasing transit options for all populations in the area, including low-income. The complete Line 495 Title VI report is attached to this report (**Attachment A**).

The public outreach campaign was very well received. Foothill Transit received 41 emails regarding Line 495, all in favor in making the line permanent. Twenty five customers attended the public hearing and all in attendance voiced an opinion in favor of the line. The most frequently suggested improvement by customers should the line become permanent is changing the frequency from every 30 minutes to either every 20 or 15 minutes and the addition of trips to better meet their work schedules. A summary of the customer comments by category and how the comment was submitted is shown below. Some customers had multiple comments pertaining to the line. Copies of the public hearing transcripts are available upon request.

Comment Category	Email	Public Meeting	1-800 Number	Letter	Grand Total
Scheduling	32	8	2	2	44
Routing	3	4	1	2	10
Driver Training	3	5			8
Bus Assignment	2	2			4
Facilities	1	3			4
Location	2	1			3
Maintenance	1	2			3
Customer Communications	1	1			2
Compliment	1	1			2
Transit Option	1				1
Fares	1				1
<b>Grand Total</b>	<b>48</b>	<b>27</b>	<b>3</b>	<b>4</b>	<b>82</b>

Based on the growing passenger base and the strong support for the line, it is recommended that Foothill Transit continue Line 495 and make it permanent. If

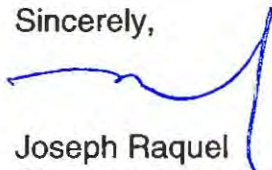


approved, it is recommended that the line also go from 30-minute frequencies to 20-minute frequencies during the 6:00 AM and 7:00 AM hours and the 4:00 AM and 5:00 AM hours. These changes will address our customers' requests for "more frequent buses" during the peak ridership hours. As with the existing lines, ridership and trip run times for Line 495 will be closely monitored and adjusted as needed during the semi-annual Foothill Transit schedule change.

**Budget Impact**

The projected cost to operate the Line 495 through FY 2014/15 with the two additional trips is \$750,863.22. Sufficient funding is available in Foothill Transit's adopted FY 2014/15 operating budget.

Sincerely,



Joseph Raquel  
Director of Planning



Doran J. Barnes  
Executive Director

Attachment

## Foothill Transit Major Service Change Title VI Equity Analysis – Line 495

### **Executive Summary**

In January 2014, Line 495 was created and launched as a year-long pilot program. Line 495 is a newly created commuter express line which runs directly from the City of Industry to downtown Los Angeles. The Foothill Transit board is exploring making this line permanent, and as part of this process will review the Title VI Major Service Change Equity Analysis of the Line to ensure there are no impacts on minority and low-income riders.

Foothill Transit's Governing Board approved a Major Service Change policy at its October 2013 meeting which states that any service change that affects more than 25% of revenue service miles travelled, or more than 25% of the riders on a Line is considered major. Because the Line is newly created, it is an increase of 100% for that line. Therefore, in accordance with the Federal Department of Transportation's Circular 4702.1B, which states that agencies "shall evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact," Foothill Transit has prepared an Equity Analysis of the service change.

This document provides information on Line 495. It provides an analysis of the service change and its impact on Line 495's minority and low-income riders versus the system as a whole.

Foothill Transit's conclusion is that this service change has not created a disparate impact on minority riders. In fact, the Line increases service options for all riders, particularly minority riders. The income levels between riders of Line 495 and Foothill Transit as a whole is quite significant, as Line 495 serves a different income level than Foothill Transit's local service. However, Foothill Transit has implemented a deviation for Line 482 which increases transit options for all populations in the area, including low-income.

### **Background**

#### **1. Foothill Transit's Major Service Change Policy**

Foothill Transit's Governing Board approved Major Service Change, Disproportionate Burden and Disparate Impact policies at its October 2013 meeting. The Governing Board is comprised of representatives from each of the members of the Joint Powers Authority which governs Foothill Transit. One additional public meeting was held to allow the public to provide feedback on the draft policies. The meeting was advertised in area newspapers, as well as through social media and email blasts to customers. Additional outreach was conducted through local political offices and advocacy organizations. Feedback was also solicited via email or mail. No member of the public attended the meeting, and no relevant feedback was submitted via email. Attachment A is the Board Report for the October Governing Board Meeting.

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### **Foothill Transit's Policy Thresholds and Methodology for Determining Disparate Impact and Disproportionate Burden**

For this analysis, the demographics, gathered from responses to on board surveys, of Line 495 services were analyzed to ensure that this service change was not creating a burden on Foothill Transit's low-income or minority population. Foothill Transit only provides bus service, thus the effects on other service modes have not been analyzed.

Foothill Transit's Governing Board approved a Disparate Impact and Disproportionate Burden Policy in October 2013. The policy states that if the percentage difference between the minority and/or low-income population affected by a major service or fare change is 15% or higher than the service area in general, a disparate impact or disproportionate burden is caused. More information regarding the policy and outreach process is included in Attachment A.

### **Analysis of Foothill Transit Major Service Change**

#### **1. Methodology**

In spring 2014, Foothill Transit conducted an on-board passenger survey consisting of 27 questions including information about race, ethnicity and income. The survey was available in English, Spanish and Chinese and enough surveys were conducted on each Line for the results to be considered statistically significant.

Foothill Transit considers low-income to be a household that earns 150% or less of the Federal Poverty Threshold; this means less than \$30,000 for a household of three. The survey asked respondents to specify approximate household income and four options were available: under \$10,000, \$10,000-\$24,999, \$25,000-\$49,999 and \$50,000 or more. For simplicity, Foothill Transit considers any household with an income less than \$25,000 as "low-income."

Foothill Transit also took into consideration public feedback. To elicit feedback, Foothill Transit conducted extensive public outreach including a public meeting and extensive advertising. The following elements were used to advertise the public meeting and comment period:

- Advertisements in the San Gabriel Valley News, Inland Valley Daily Bulletin, Sin Tao and Impacto
- Article in Footnotes, Foothill Transit's monthly newspaper
- Signage placed in and around the Industry Park and Ride
- Digital media including E-Notice, website banner and Social Media

A public meeting held at the Industry Park and Ride on August 27<sup>th</sup>, 2014, which had 25 attendees. In addition, 41 emails were received, two letters and three phone calls to the customer service hotline. All comments were in favor of keeping the line in service; minor suggestions were made to improve efficiency. Of the requests, 34 were for increased frequency.

## 2. Impact of Service Change on Minority and Low Income Customers

Line 495 has an average of 5,016 boardings a month and runs 8 a.m. and 8 p.m. trips. The chart below summarizes the proportion of minority and low-income populations served by Line 495 versus Foothill Transit's service area.

	Minority proportion of service population	Low-income proportion of population
Line 495	85%	4%
Overall Service Area	79%	61%
% Difference	7.6%	-93.4%

This table shows that the percentage difference of minority populations is 7.6% greater on Line 495 than the service area population. However, when it comes to income, the low-income population is 93.4% less than the low income population of the service area population. Because this is a service increase, this Line does not adversely impact the low-income population or create a disproportionate burden.

## 3. Mitigating, Minimizing and/or Offset Disparate Impact Measures

At the same time as Line 495 was implemented, local service on Line 482 was deviated to serve the Park and Ride. This gives travelers an additional option of travelling downtown via Puente Hills Mall. The service also coordinates with the nearby Industry Metrolink train, which allows commuters another option for travelling into downtown Los Angeles.

	Minority proportion of service population	Low-income proportion of population
Line 482	75%	70%
Overall Service Area	79%	61%
% Difference	-5.1%	14.8%

This table shows that the percentage difference of minority populations is 5.1% less on Line 482, which is not a disparate impact because it does not exceed the 15% threshold. When it comes to income, the low-income population is 14.8% greater on Line 482 than the overall service area.

### **Conclusions**

Foothill Transit's conclusion is that this service change has not created a disparate impact on minority riders. In fact, the Line increases service options for all riders, particularly minority riders. The income levels between riders of Line 495 and Foothill Transit as a whole is quite significant, as Line 495 serves a different income level than Foothill Transit's local service. However, Foothill Transit has implemented a deviation for Line 482 which increases transit options for all populations in the area, including low-income.